

AMENDED IN ASSEMBLY APRIL 22, 2013

CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION

ASSEMBLY BILL

No. 541

**Introduced by Assembly Member Daly
(Principal coauthor: Assembly Member Wagner)**

February 20, 2013

An act to add and repeal Section 25354 of the Vehicle Code, relating to buses.

LEGISLATIVE COUNSEL'S DIGEST

AB 541, as amended, Daly. Buses: illuminated advertising: University of California, Irvine.

(1) Existing law authorizes a bus operated by a publicly owned transit system on regularly scheduled service to be equipped with illuminated signs that display information directly related to public service and include, among other things, destination signs, route-number signs, run-number signs, public service announcement signs, or a combination of those signs, visible from any direction of the vehicle, that emit any light color, other than the color red emitted from forward-facing signs, pursuant to specified conditions.

Existing law authorizes, until January 1, 2017, a pilot program allowing up to 25 buses operated by the City of Santa Monica's publicly owned transit system for the first 2 years of the pilot program, and up to 30 buses thereafter, to be equipped with illuminated signs that display advertising subject to certain conditions. Existing law also requires the City of Santa Monica to submit a specified report by July 1, 2016, on roadway and pedestrian safety to the Legislature and the Department of the California Highway Patrol.

This bill would authorize, until January 1, 2019, the University of California, Irvine (university) to operate a pilot program similar to the one operated by the City of Santa Monica. The bill would request that the university submit a report by July 1, 2018, on the ~~viability of advertisement sales relating to illuminated signs on public buses~~ *incidence of adverse impacts on roadway and pedestrian safety due to the utilization of illuminated signs on transit buses displaying advertising, if any*, to the Legislature.

(2) This bill would make legislative findings and declarations as to the necessity of a special statute for the University of California, Irvine.

Vote: majority. Appropriation: no. Fiscal committee: no.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 25354 is added to the Vehicle Code, to
2 read:

3 25354. (a) Notwithstanding Sections 25400 and 25950, a bus
4 operated by the University of California, Irvine's public transport
5 system on regularly scheduled service, in addition to the
6 illuminated signs described in Section 25353, may also be equipped
7 with illuminated signs that display advertising and that emit any
8 light color, if all of the following conditions are met:

9 (1) Each illuminated sign displaying advertising emits diffused
10 nonglaring light.

11 (2) Each illuminated sign displaying advertising is limited in
12 size to a display area of not greater than 4,464 square inches.

13 (3) Each illuminated sign displaying advertising does not
14 resemble, ~~nor~~ *and is it not* installed in a position that interferes
15 with the visibility or effectiveness of, a required lamp, reflector,
16 or other device upon the vehicle.

17 (4) Each illuminated sign displaying advertising is only placed
18 on one or both sides of the vehicle, and is not placed in a
19 forward-facing or rear-facing position, and no more than one such
20 sign is placed on either side of any single vehicle.

21 (5) The mixing of individually colored light emitting diode
22 elements, including red, is allowed in each illuminated sign
23 displaying advertising as long as the emitted color formed by the
24 combination of light emitting diode elements is not red.

1 (b) (1) An illuminated sign displaying advertising may be
2 operated as a dynamic message sign in a paging or streaming mode.
3 However, the electronic message sign display shall remain static
4 while a bus is operating on a freeway, as *that term is* defined in
5 Section 257 of the Streets and Highways Code.

6 (2) The following definitions shall govern the construction of
7 paragraph (1):

8 (A) “Paging,” meaning character elements or other information
9 *that is* presented for a period of time and then ~~disappearing~~
10 *disappears* all at once before the same or new elements are
11 presented, is permitted if the display time of each message is
12 between 2.7 and 10 seconds. Blanking times between each message
13 shall be between 0.5 and 25 seconds.

14 (B) “Streaming,” meaning character elements or other
15 information moving smoothly and continuously across the display,
16 is permitted if the character movement time, from one end of the
17 display to the other, is at least 2.7 seconds, and the movement time
18 of the entire message does not exceed 10 seconds.

19 (c) By July 1, 2018, the Legislature requests that the University
20 of California, Irvine ~~make a report to the Legislature on the~~
21 ~~viability of advertisement sales relating to illuminated signs on~~
22 ~~public buses pursuant to Section 9795 of the Government Code.~~
23 *incidence of adverse impacts on roadway and pedestrian safety*
24 *due to the utilization of illuminated signs on transit buses*
25 *displaying advertising pursuant to this section, if any. The report*
26 *shall be the product of a collaborative effort between university*
27 *law enforcement and transit officials, other law enforcement*
28 *officials whose jurisdictions the university’s transit vehicles*
29 *operate, and the department.*

30 (d) The University of California, Irvine’s public transport system
31 may, pursuant to subdivision (a), operate up to 25 buses with
32 illuminated signs displaying advertising for two years, after which
33 time the city may increase the number of buses with the signs to
34 up to 30.

35 (e) This section shall remain in effect only until January 1, 2019,
36 and as of that date is repealed, unless a later enacted statute, that
37 is enacted before January 1, 2019, deletes or extends that date.

38 SEC. 2. The Legislature finds and declares that a special law
39 is necessary and that a general law cannot be made applicable
40 within the meaning of Section 16 of Article IV of the California

1 Constitution because the University of California, Irvine’s public
2 transit system is operating a revenue deficit in light of budget
3 reductions and is evaluating several strategies designed to enhance
4 revenue to offset operational expenses, including the use of
5 electronic illuminated signage affixed to the side of buses to sell
6 advertising, and this act would allow the university to increase its
7 revenues on a pilot program basis.

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